



FACTORS INFLUENCING STUDENTS PREFERENCES TOWARDS E-COMMERCE
TEXTBOOK PURCHASE AT UNIVERSITY

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- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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TABLE OF CONTENT

TITLE	PAGES
DECLARATION OF WORK	Ii
LETTER OF SUBMISSION	Iii
ACKNOWLEDGEMENT	Iv
TABLE OF CONTENT	V-viii
LIST OF TABLE	
LIST OF FIGURE	Xii
ABSTRACT	Xiii

CHAPTER ONE: INTRODUCTION

1.0 Introduction	1
1.1 Background of study	1-4
1.2 Problem Statement	4-7
1.3 Research Objectives	8
1.4 Research Questions	8
1.5 Scope of study	9
1.6 Significance of study	9
1.6.1 Significance to the researchers	9
1.6.2 Significance to customer or participants	10
1.6.3 Significance to the organizations	10
1.7 Limitation of Study	
1.7.1 Time Constraint	
1.8 Definition of Terms	11
1.8.1 Technology Acceptance Model (TAM)	
1.8.2 Perceive Usefulness	
1.8.3 Perceive Ease Of Use	
1.8.4 E-commerce	
1.9 Summary	12

CHAPTER TWO : LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.0 Introduction	13
2.1 Technology Acceptance Model	13-15
2.2 Perceive Usefulness	15-16
2.3 Perceive Ease Of Use	17
2.4 Reliability	18
2.5 Quality of Information	19-20
2.6 Purchase Intention	20-21
2.7 Theoretical Framework	22
2.8 Hypotheses	23
2.9 Summary	23

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction	24
3.1 Research Design	24
3.1.1 Data collection method	25
3.1.1.1 Primary Data	25
3.1.2 Questionnaire Design	26
3.1.2.1 Structured Question	26-27
3.2 Sampling	
3.2.1 Target Population	27
3.2.2 Sampling Frame	27
3.2.3 Sampling Technique	28
3.2.4 Sampling Size	28
3.3 Data Analysis	
3.3.1 Reliability Test	29

ABSTRACT

The purpose of this study is to examine the factors influencing student's preferences towards e-commerce textbook purchase in university Malacca City Campus. This study will be based on the elements of technology acceptance model which are reliability, perceive ease of use, perceived usefulness and quality of information. The researcher focuses only at students in University Malacca City Campus. The sampling technique use in this research is sampling systematic in this research. Therefore 300 sample size.

Data analysis may involve determining consistent patterns and summarizing the appropriate details revealed with the study in running and analysing data gained in this study, using Statistical Package for Social Science (SPSS) in order to key in data, analyse and formulate the data collected from the respondents via questionnaires. The coding of the data will be done manually before the process of key in data could be done by using the software.